# Weekly Product Review Customer feedback highlights the machine’s ease of use, quality build, and excellent espresso output. However, some users noted issues with the grinder’s consistency and occasional temperature fluctuations. Improving these aspects could enhance the product's overall performance and user satisfaction.

*Student must fill in all fields to receive full credit*

## Industry Overview The kitchen appliance industry has been experiencing steady growth, driven by the increasing demand for premium, versatile, and durable products. Espresso machines have become a staple for coffee enthusiasts, offering cafe-quality beverages at home. As the coffee culture expands, the demand for high-performance espresso machines continues to grow. Kitchen Appliances

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| --- | --- |
| **Product Name** |  |
| **Company Name** |  |
| **Company Size** |  |
| **Industry** |  |
| **Competitor 1** |  |
| **Competitor 2** |  |
| **Porter’s 5 forces** | *start after Market Research Lecture*  *MUST choose “high” or “low” (do not say “medium”)* |

## Product Positioning The Breville Barista Express is positioned as a premium, all-in-one espresso machine designed for coffee enthusiasts who value quality and control. It targets consumers who prefer making cafe-quality espresso at home, offering features that appeal to both beginners and experienced users.

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| --- | --- |
| **Value Proposition** |  |
| **Target Audience** |  |
| **Revenue Streams** |  |
| **Product Life Cycle Curve** | DRAW the product life cycle curve (must draw to receive full credit)  *May not be a bell curve – consider different shapes for fads, breakthroughs* |
| **Phase of PLC** | What phase is this product in and why? |
| **Company Actions** | Has there been any recent announcement about the product? A new promotion, a partnership, a new feature release? Explain if this action is appropriate given the product lifecycle curve. |

## Product Features 1. Built-in conical burr grinder \* 2. Stainless steel housing 3. Thermocoil heating system \* 4. Pre-infusion function for even extraction \* 5. Adjustable grind size dial 6. Manual steam wand for microfoam milk texturing \* 7. 1.8-liter water tank 8. Easy-to-clean design with removable drip tray 9. Single and double shot settings 10. Auto shut-off for energy saving

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| --- | --- |
| **Identify 10 product features**   * **Number all features** * **Star the features needed for a MVP** | Example features for physical products:   * What does this product do? * Physical attributes – waterproof rating, size, shelf life * Lights, Sounds, Haptic feedback, Sensors, Motion. * Consumables / Accessories?   Example features for apps:   * What does this app allow you to do as a user? * In app purchase capability * Widgets * Calendar view, Trend view |
| **Choose a feature that matches with a specific audience. What is the User Story for that feature?** |  |
| **Choose a feature that differentiates this product from the competition.** |  |
| **Choose a feature that is “nice to have”. If this feature did not exist, what would be the impact to the product lifecycle?** |  |
| **Does this product have multiple SKU’s? Does it make sense given the product category, market size, and company position to have multiple SKU’s?** | Multiple level options for customers to choose from  Examples:   * Uber Pool vs. Uber Black * Accessories available in different colors * Membership levels (features unlocked at each level)   Not an example: iPhone 13 vs. iPhone 14 (these are different products) |

## Product Review & Recommendation Customer feedback highlights the machine’s ease of use, quality build, and excellent espresso output. However, some users noted issues with the grinder’s consistency and occasional temperature fluctuations. Improving these aspects could enhance the product's overall performance and user satisfaction.

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Read some reviews of the product. Based on these reviews, what are the key areas of improvement that the company should focus on when developing the next generation of this product?

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| --- | --- | --- |
|  | **Customer Feedback** | **Product Recommendation** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |